

RJ Reynolds

Sales Retail Tobacco Company

1221 1222 20, 21, 22, 24
1222 1223
1223 1226 23, 27
1224 1229
1225 RCM VB
1226 FC SC
1227 FC FA
1228
1229
1230
1231
1232
1233
1234
1235
1236
1237
1238
1239
1240
1241
1242
1243
1244
FSM FSM

Jim Merusi
Key Account Manager

27 Randall Rd
Rochester, MA 02770
(508) 923-0521
FAX (508) 923-0240
Voice Mail 1-800-757-8255
ext. 47446

June 30, 1998

TO: All with Cumberland Farms - Chain ID #0107-XX-XX (Except Florida)

Ladies and Gentlemen:

Attached Bulletin to all Cumberland Farms stores is self-explanatory.

Mr. Al McKay, VP Marketing, sent this Bulletin out due to the fact that BAT was placing their hanging GPC Rack without Headquarter's authorization.

Should you encounter locations that have the hanging GPC display, please feel free to utilize this Bulletin to have the Cumberland Farms Store Manager remove the display and hold for the BAT rep.

Sincerely,

Jim

J. L. Merusi

JLM/aem

Attachment

cc: Dinarte Mota
Helen Burke
Audrey Evanchik

51846 2204

MARKETING BULLETIN

June 25, 1998

PRINT AND SAVE

Egg Prices for week of June 22 - July 4, 1998

	COST	RETAIL
LARGE BROWN EGGS	.8775	\$1.49

All stores except
FL and ME

LARGE WHITE EGGS	.7275	\$1.29
------------------	-------	--------

All stores except
Florida

1/2 Dozen		.69
LARGE BROWN EGGS	.8275	1.49

ME stores only

1/2 Dozen		.79
-----------	--	-----

We have had numerous stores allowing BROWN & WILLIAMSON reps. to place a non self service display that is suspended from the ceiling over the customer area of the check-out. Please be advised that this display is NOT AUTHORIZED. Have the display removed and return it to your representative on their next store visit. We have authorized a non self service display to be placed on the back bar (wall) behind the checkout. The payment is \$15.00 per month.

51846 2205

CHAIN PROMOTIONAL INFORMATION

CHAIN NAME:	Cumberland Farms (Except Florida)	CID #: 0107-XX-XX
PROMOTION TYPE:	Mustang Sign	SUPPLIER:
DESCRIPTION:	2 x 2 Mustang Price Sign	
BRANDS:		
AUTHORIZED LOCATIONS:	All stores except Florida	
TIMING:	Week of 6/29/98 - Store delivery	
DISPLAY METHOD:	Per attached Bulletin	
ACTION REQUIRED:	RJR monitor stores for placement and assist stores with installation where situation warrants.	
COMMENTS:	Stores will receive delivery from Cumberland Farms Warehouse. Sign is authorized until further notice.	
AUTHORIZED BY:	Al McKay	RJR REP: Jim Merusi

cc: Dinarte Mota
Helen Burke
Audrey Evanchik

51846 2206

Marketing Bulletin
Run 6/29 - 7/2

NEW IN-STORE MUSTANG CIGARETTE SIGN

All stores will receive on their next Westboro grocery delivery the above described sign. This is a permanent sign that should be suspended from your ceiling to highlight our Mustang carton or pack price. All the price and carton or package description signs are on a spiral fastener that will create any desired item / price format.

The sign should be hung against the wall behind an in-line checkout store, and parallel to the soffit facing the fast food area in a center checkout store. This will give maximum customer awareness to our exclusive Mustang brand and exceptional low pricing.

51846 2207

*** TOTAL PAGE.02 ***